

June 12, 2003

TO: Members of the Transportation Policy Committee

FROM: Kelly Taft, Communications Manager

SUBJECT: PUBLIC INVOLVEMENT EFFORTS

Over the past several months, the public involvement team has been conducting numerous public meetings, small group presentations and special events to gather citizen input into the Regional Transportation Plan. During most of these events, citizens were asked to complete one of two surveys (attached) to help gauge their individual spending priorities. A summary of the input collected during these events will be presented at the June 18, 2003 Transportation Policy Committee meeting.

Public Workshops and Community Groups.

In the months of May and June, five public workshops were held in the Central, Northeast, Northwest, Southeast and Southwest areas of the Valley. During these workshops, citizens participated in a hands-on exercise in which participants developed their own regional transportation plan using a list of 19 major project categories, such as "New Freeways," "Bus Service Capital," "Bottleneck Improvements," etc. The categories were developed by HDR Engineering based on more than 400 project requests received by the cities at the beginning of the process. A dollar amount for each category was determined based on the projected level of need between now and 2025.

Participants were given a deck of 19 cards listing each project and its cost. About \$22 billion worth of projects were contained on the cards, but participants could not spend more than \$8.3 billion in their plan – the amount anticipated to be raised by the half-cent sales tax extension. A worksheet, or "Funding Priorities Survey," was provided to record the amounts spent on each category by each respondent. (See attached sample). Participants were then asked to convene into small groups and to try to reach consensus by table on spending priorities. Results of these workshops will be presented at the meeting.

In addition to the public workshops, the Funding Priorities Survey was distributed to a number of community groups, such as local transportation commissions, the Hispanic Chamber of Commerce, Sun City Grand Neighborhood Representatives, and others. A summary of those results will also be provided.

Other Public Events.

In addition to the events in May and June, numerous other special events have been held, such as freeway openings, MAG at the Mall events, Sunday on Central, Cinco de Mayo, small group presentations, etc. During these events, MAG distributed a shorter survey designed to record citizen's transportation priorities. Referred to as the "Four-Question Survey," participants were asked to answer four questions, including, "What is the single most important thing that can be done to improve the Valley's transportation system?" and, "If it was your job to decide how to distribute our tax dollars on transportation improvements, and you had a total of \$100 of tax money to distribute, how would you distribute it among the following four areas? Freeways, Bus Service Improvements, Light Rail Transit, Street and Road Improvements." The remaining questions had to do with awareness of the expiration of the half-cent sales tax and the perceived impact of Proposition 300. A list of the events where the Four-Question Survey was distributed is attached.

December Poll Comparison.

In December 2002, the Behavior Research Center, working on behalf of the Transportation Policy Committee, conducted a poll of 1,009 Maricopa County voters to obtain information about transportation issues and concerns. Results of the public involvement surveys will be compared against the results of the December poll.

Events Where the Four-Question Survey Was Distributed

Red Mountain Freeway Opening	January 11, 2003
Black History Event Peoria	February 1, 2003
Tempe Rotary	February 4, 2003
Black History Event Phoenix	February 8, 2003
MAG at the Mall Metrocenter	March 1, 2003
Glendale Latino Institute	February 22, 2003
Town Hall	March 28, 2003
Sunday On Central	April 13, 2003
Phoenix Latino Institute PV Community Center	February 8, 2003
Chicanos Por La Causa Cesar Chavez Festival	March 23, 2003
Business Expo Civic Plaza	February 6, 2003
Cinco de Mayo Festival in Downtown Phoenix	May 3,4 2003
Papago Area Transportation Coordinators Association Alliance	May 7, 2003
NW Valley Transportation Coordinators	May 21, 2003
Arizona Hispanic Chamber of Commerce	May 13, 2003
Go Glendale Transportation Open Houses	May 15, 21, and 22, 2003
MAG at the Mall Arrowhead	May 17, 2003
SR 51 Freeway Opening Bell Road to the 101	May 24, 2003
MAG at the Mall Chandler Fashion Square	May 31, 2003
MAG at the Mall Spectrum Mall	June 7, 2003
Northeast Valley Transportation Coordinators Alliance	June 10, 2003
Sky Harbor/Phoenix Industrial Transportation Coordinators Alliance	June 11, 2003